

**STATE OF ALASKA
DEPARTMENT OF ADMINISTRATION
DIVISION OF PERSONNEL/OEEO**

STANDARD OPERATING PROCEDURE

V. RECRUITMENT ADVERTISING AND PUBLICITY

A. Purpose

The purpose of this SOP is to provide department personnel officers with guidelines for using ongoing Division of Personnel services for recruitment publicity efforts.

B. Scope

This SOP applies to all classified positions.

C. Authority

AS 39.25.050(3) and 2 AAC 07.040, .045, 050 gives the Division of Personnel the authority to advertise recruitment openings and closures.

D. Procedure

All recruitment openings and closures require public notice (2 AAC 07.040 and .050). The Division of Personnel accomplishes this through either electronic transmittal of vacancy announcements for vacancy based recruitment (see SOP 01-I) or recruitment bulletin mail-outs for other types of recruitment (see SOP 01-IV).

In addition, the Public Services Unit provides for radio, television and newspaper advertising under the programs that are described in this SOP.

Department personnel officers may request any of these types of advertising for position vacancies, anticipated vacancies, or any type of ongoing recruitment effort. Requests are made by submitting the completed request for recruitment form to the Public Services Unit, Division of Personnel. Please refer to other recruitment SOPs for more information on the different types of recruitment and how to request recruitment services.

1. Public Service Announcements

Public Service Announcements (PSAs) are short taped or hard copy messages that are sent to radio and television stations in rural and outlying areas of the State including learn Alaska, cable television, and approximately 30 radio stations. PSAs are broadcast free of charge at the convenience of each radio station.

The Public Services Unit will produce public service announcements (PSAs) when appropriate to support recruitment activities.

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a. Circumstances

PSAs are used to publicize specific vacancies in a particular area with an immediate need for qualified applicants or to announce a statewide scheduled or open continuous recruitment effort.

b. Format

PSAs take the following form:

- 1) 30 to 60 second taped message along with a hard copy script or
- 2) 30 to 60 second hard copy script only.

When a taped message is provided, a hard copy spot is also included in order to provide stations with a variety of formats and encourage the use of this material in some form.

c. Special Note

Material associated with the monthly radio program is also used in PSA form and distributed to radio stations and television outlets. The radio stations receive both taped and hard copy versions. The television stations receive the hard copy version.

2. Press Releases

- a. Press releases are short articles or news clips produced for the purpose of disseminating information on recruitment activity. Press releases are sent to newspapers and native organization publications in rural and outlying areas of the state. They are published free of charge at the convenience and discretion of each newspaper.

The Public Services Unit produces press release material upon request or as needed as part of a recruitment effort.

After conferring with the department personnel officer, draft releases are prepared and submitted for department approval prior to dissemination.

b. Circumstances

Press releases correspond with material from the monthly radio program or may be used to announce a special recruitment effort involving a specific vacancy or vacancies in a specific community or region.

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3. Advertising

Advertising for recruitment efforts may be purchased from newspapers and commercial radio and cable television stations. Departments requesting the advertising are responsible for the advertising charges.

a. Circumstances

Advertising may be requested by department personnel officers in conjunction with any recruitment request whether it is a regular or vacancy based recruitment request, for an open continuous job class.

b. Important considerations

Requests for advertising must be made by the recruitment request form and must include:

- 1) A list of media to be used or a request for recommendations from Public Services Unit for advertising locations.
- 2) Budget limitation or spending limit. Estimates may be requested and obtained from Public Services Unit.
- 3) Financial code information.
- 4) Any specific information on the particular vacancy or job class for inclusion in advertising.

c. Newspaper classified ads

The Public Services Unit will provide draft ads for approval prior to placement. In the event of advertising as part of Vacancy Based Recruitment, a formatted ad will be placed without prior approval unless the requesting department wishes to include information other than provided in the standard ad. In these events, a draft will also be submitted for approval prior to placement. (See SOP 01-I.) The length of time ads will be run depends upon the type of recruitment and recruitment ending dates. The standard duration for advertising is three consecutive days for a daily publication and two consecutive weeks for a weekly publication.

d. Broadcast advertising

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Radio ads may take the form of hard copy script or a taped message sent to commercial radio stations. Standard information such as job classification, salary, location, and how to apply is included. The way in which radio advertising is accomplished and the length of time the ad will run is dependent upon the type of recruitment and duration of the recruitment period. When time allows, departments may wish to select a department representative to produce the taped message. The Public Services Unit coordinates this effort and produces the tape. When time is critical in recruiting qualified individuals such as in vacancy based recruiting, the Public Services Unit will produce a standard message and distribute it to appropriate radio stations without prior approval from the department.

The standard purchase of radio advertising will be three to six spots per day over a three day period.

Hard copy spots may be sent to cable television outlets for advertising purposes. This material is titled on screen and the standard length of advertising is three consecutive days.

4. Direct Mail

Department personnel officers may request direct mail services or assistance in carrying out a direct mail effort from the Public Services Unit. Direct mail may include recruitment bulletins, letters or other informational material.

The Public Services unit accomplishes a scheduled direct mail-out at the beginning of each month. The Division of Personnel is responsible for the cost of this mailing. Requesting departments will bear the expense of unscheduled mail-outs.

The following mailing lists are available from the Public Services Unit:

- a. A master mailing list which contains addresses for all organizations and individuals receiving recruitment information each month.
- b. A special native organization mailing list.
- c. Media lists including newspapers, radio and television stations, cable television outlets and native organization publications.
- d. Legislators

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The Public Services Unit will, upon request, arrange for extra recruitment bulletins to accommodate a department's individual direct mailing. The number of extra copies needed is indicated on the recruitment request form.

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